

Liverpool John Moores University

Title: THE MUSIC INDUSTRY IN THE DIGITAL ERA
Status: Definitive
Code: **5501TECLCC** (108480)
Version Start Date: 01-08-2016

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: City of Liverpool College

Team	Leader
Paul Otterson	Y

Academic Level: FHEQ5
Credit Value: 24
Total Delivered Hours: 126
Total Learning Hours: 240
Private Study: 114

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	30
Off Site	10
Practical	30
Seminar	50
Tutorial	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Report on shifts in the music industry.	40	
Essay	AS2	Business planning and marketing strategy. (WBL 20 credits)	60	

Aims

To investigate the changing model of the modern day music industry and the challenges that new practitioners face in entering it. Enabling of detailed

investigation of legal aspects facing the new music industry. Allowing for the use of creative marketing of skills and talent.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify current issues in the new music industry, investigating the changing structure of the modern music mass market.
- 2 Recognise the concept of copyright/intellectual property and all relevant legal aspects for the digital age.
- 3 Formulating methods of creative promotion and marketing for new media markets as a practitioner
- 4 Demonstrate the ability to action music industry business practices.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW	1	2	3
CW	2	3	4

Outline Syllabus

New Media – International Industry Operations: Record Companies, International Industry Operations: Music Publishing, Digital technology, Music Intermediaries: Agents, Managers, and Legal Advisors, 360 Degree concept, Digital Ethics.

Legal Aspects – intellectual property, copyright, contract law, DRM, consumer privacy, restriction of trade, monopolies, digital distribution.

Creative promotion and marketing – mass communication, product identity, branding, statistical data research, viral/guerrilla marketing, online social networking, product development, above and below the line advertising.

Music industry operations and development – career possibilities, entrepreneurship, development of business-related knowledge and skills necessary for effectively maintaining a professional music career, vocabulary

Learning Activities

By a series of lectures supported by seminars and tutorials.

Notes

The research remit of this module is designed to enable students to pursue industry contacts and develop realistic strategies that would prepare them for employment or self employment.